

BC Rich®  
GUITARS

® TM

*Four generations of guitar making.*

Bernardo Rico, Bernardo Mason Rico, Bernie Rico Sr. and Bernie Rico Jr.

As I reflect on the events of the past 30 years, I can recall many milestones at B.C. RICH, all of which have had a profound impact on the entire guitar industry...

In 1968, it was B.C. Rich who first introduced the concept of the "Heelless Neck-Thru" design, followed in 1970 by the highly innovative split pickup layout (coil tapping), which came to fruition by bringing four leads out of the pickup. We incorporated this unique approach into our onboard high impedance active and full electronic circuitry, and we continue to successfully employ that configuration to this day, as this concept originally pioneered by B.C. Rich has become a design standard that is currently offered by most pickup manufacturers. B.C. Rich was also the first company to utilize Dimarzio® pickups on our hand made production guitars.

In 1974, B.C. Rich continued as a major force in the guitar industry with the introduction of exotic woods, finishes and graphics on our guitars, beginning with a Leopard Skin graphic on a B.C. Rich Eagle guitar that was played by Paul Stanley of Kiss on his world tour. In the mid part of 1995, a design collaboration with jazz guitarist Robert Conti resulted in the 1996 NAMM Show introduction of our legendary Mockingbird and Eagle shapes in hand carved arch top configurations.

This year we are proud to introduce the hand B.C. Rich Exclusive Series featuring the flagship "Victor Smith" Commemorative model was appropriately named after the early guitar pickup developer and pioneer of the same, who in 1929 while employed by the Dobro guitar company, introduced the first commercial Spanish style electric guitar. The Exclusive Victor Smith commemorative model also features our "Heelless Neck-Thru" design and Seymour Duncan "Seth Lover" pickups.

The heavier weighted instrument was designed for those players who desire a chunkier sound. The Exclusive Victor Smith Commemorative model was appropriately named after the early guitar pickup developer and pioneer of the same name, who in 1929 while employed by the Dobro guitar company, introduced the first commercial Spanish style electric guitar. The Exclusive Victor Smith commemorative model also features our "Heelless Neck-Thru" design, and Seymour Duncan "Seth Lover" pickups.

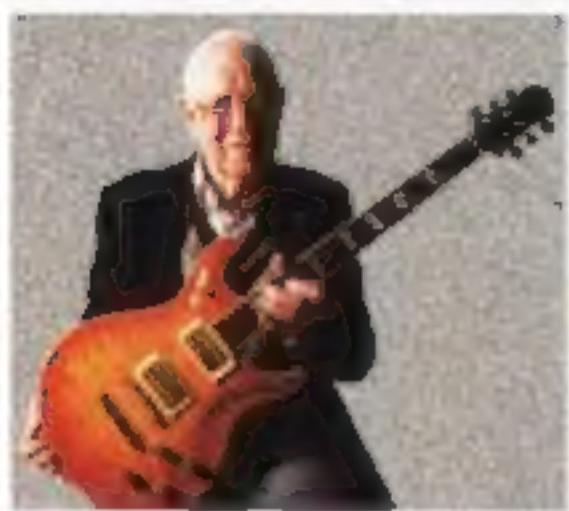
At B.C. Rich, we are very proud of our history and prior accomplishments, and we sincerely believe that 1998 will prove to be yet another exciting and innovative year. As a company with an eye toward the future, we look forward to making even greater contributions to the guitar industry.

Whether you play from obsession or profession, Rock, Heavy Metal, Country, Pop or Jazz, B.C. Rich has *the* guitar for you!

Bernie Rico Sr., President

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# Exclusive Series



Victor Smith in his home  
signing back of headstock of  
the first Victor Smith  
Commemorative Model



Victor holding the first  
production Victor Smith  
Commemorative Model



Neckless Neck-Thru design



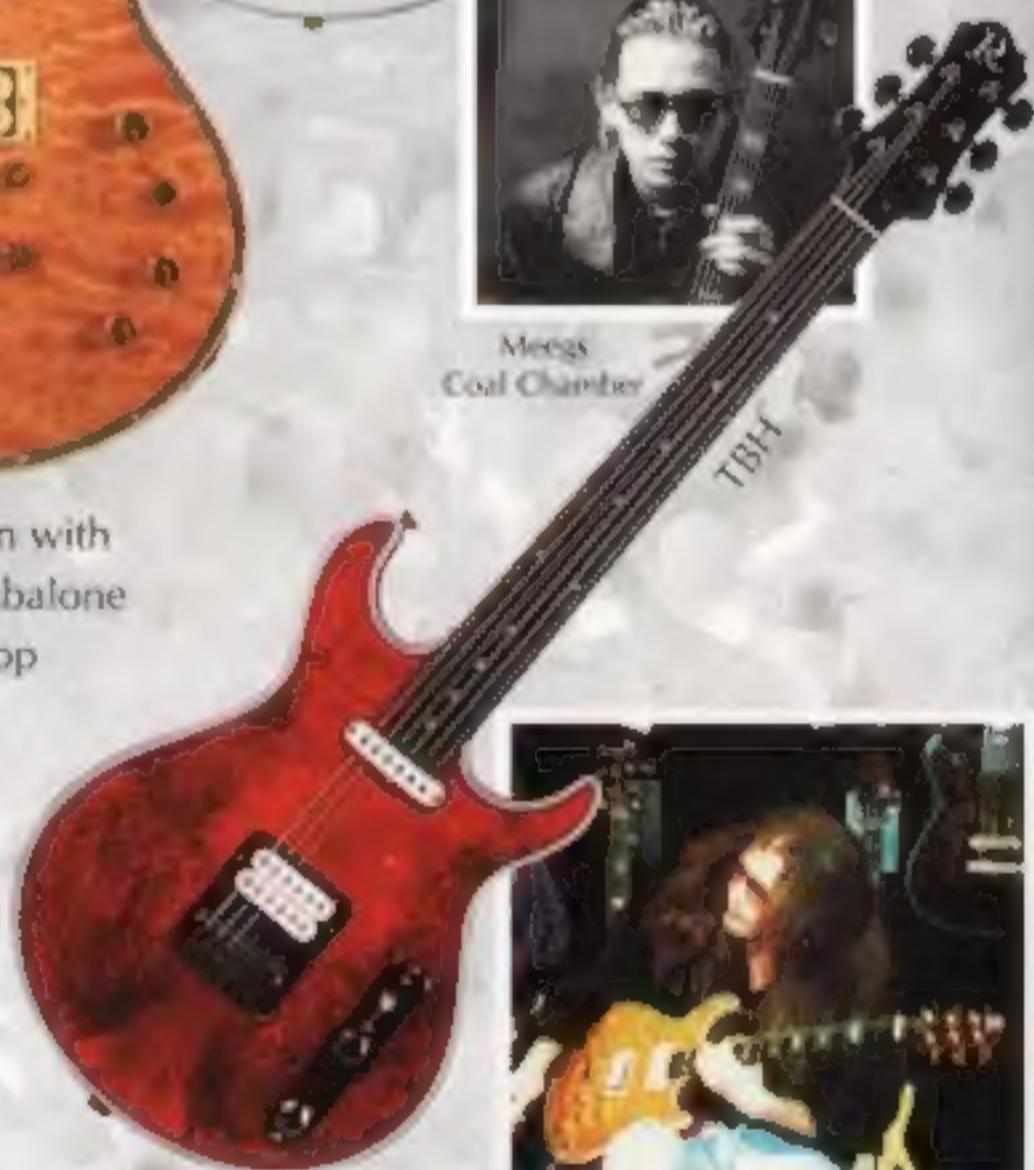
The Victor Smith, ACT &  
CT Exclusive Models  
available in two body  
weights, SL/Slim line and  
HV/Heavy weight for  
those players who desires  
a chunkier sound.



# Exclusive Series



FT 1 shown with  
(optional) Abalone  
inlay top



Match Perry



Meegs  
Coal Chamber

# *Mockingbird Guitars*



Designed For Slash



Designed For Slash



ARCH TOP SUPREME

# Assassin Series

MB 2

Same as MB 1

Except

2 Humbuckers



ASM B  
(Not Shown)  
Same as ASM 1-  
Except Bolt-on

# EAGLE, Robert CONTI & Jeff COOK Models



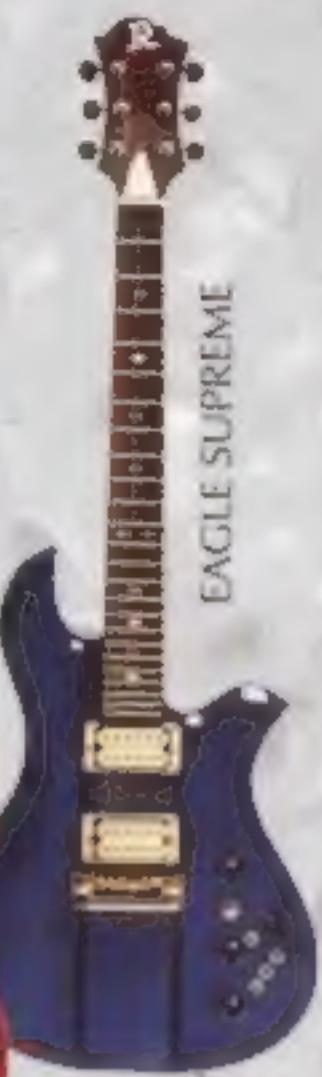
EAGLE ARCHTOP



CONTI 6



EAGLE DELUXE



EAGLE SUPREME



CONTI



Jeff Cook, Alabama



JEFF COOK

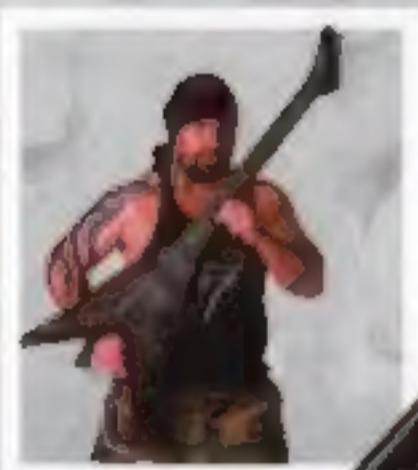


Robert Conti

The Robert Conti 6 String Jazz Model is a new entry for B.C. Rich in 1998.

The Robert Conti Models were designed in collaboration with Premier Jazz guitarist Robert Conti.

# Signature V Models



Kerry King

Designed for  
Kerry King

Jr V Bolt-on  
(Not Shown)

JR V

JR V STANDARD

JR V SUPREME

Jr V Models designed  
by Kerry King

# WARLOCK & IGNITOR MODELS



# Bich & Stealth



BICH SUPREME



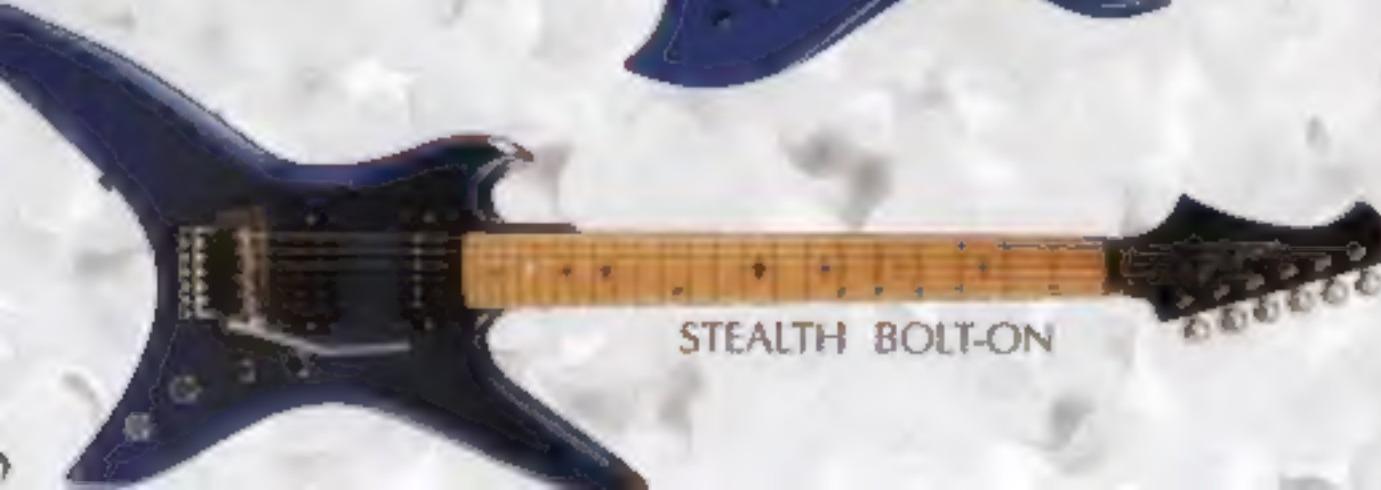
BICH 10 SUPREME



BICH DOUBLE NECK



BICH BOLT-ON

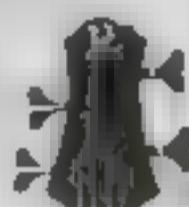


STEALTH BOLT-ON

# Bernardo Monitor & Exclusive Basses



BERNARDO 6



BERNARDO 4



BERNARDO 5



BERNARDO 5  
Retro Rockline, 111 X



BERNARDO 5



BERNARDO 4



FRETLESS BASS

The Fretless Bass  
comes in Black or White  
Designed by the rockin' 5

WARLOCK

# Steckmägdir? Bich & Other Basses

WARLOCK BASS STD

M.I.K. V.R. BASS STD

BITCH BASS

W.W.F. BASS

# NJ & Platinum Series



The BC Rich NJ & Platinum Series are manufactured to detailed specifications of Bernie Rico, using the highest quality woods & components

B.C. Rich Guitars are now affordable to everyone

# Color Code Chart

BLK	Black	NT	Natural
MV	Metallic Violet	PS	Purple Sunburst
TB	Trans Blue	CS	Cherry Sunburst
WH	White	GM	Gunmetal Grey
CR	Candy Red	TBK	Trans Black
TV	Trans Viper	TT	Trans Tangerine
BS	Blue Sunburst	TG	Trans Green
IB	Tobacco Sunburst	CB	Cobalt Blue
BKP	Black Pearl	UV	Ultra Violet
AS	Amber Sunburst	MB	Meric Blue
WTR	Metallic Red	BK	Blood Red
FW	Pearl White	TM	Fox Magenta
HDX	Trans Pagan Gold	BB	Butterscotch Sun
WP	Wine Pearl	TSB	Trans Black Sun
TRB	Trans Root Beer	MB	Magenta Burst
BI	Blue	CT	Cord Top Pearl
NC	Natural Gloss		



Custom Shop Special Order  
for Mitch Hedberg - Nickel Plated

## Custom Shop Options

THE BC RICH CUSTOM SHOP OFFERS MANY MORE OPTIONS NOT LISTED. YOU ARE INVITED TO CALL THE CUSTOM SHOP FOR MORE INFORMATION OR VISIT OUR WEBSITE AT [www.bcrichguitars.com](http://www.bcrichguitars.com)

Pearl or Candy Colors  
All Sunburst Finishes  
Paint to Match Headstock  
Graphic Paint  
Binding on Fingerboard  
Binding on Headstock  
Ebony Fingerboard  
Rosewood Fingerboard  
Exotic Woods  
Custom Inlays  
Marble Finishes with Contrasting Binding

Floyd Rose Tremolo  
Gold Hardware  
Black Hardware  
FET Active Electronics  
Coil Tap Switch  
Phase Switch  
Left Hand Guitars  
Fishman 4 Band EQ  
Acoustic 6 In-line Headstock  
Urethane Transparent Finishes  
Acoustic Guitars Solid Colors

# Guitar & Bass Specifications

MODELS	BODY	NECK	F/B	SCALE	FRETTS	P/U	BRIDGE	FINISH
Victor Smith S**	Mahog/Maple	Mahog. N/T	Ebony	24 5/8	24	Duncan	Tunematic	BB,CS,MB
Victor Smith HV***	Mahog/Maple	Mahog. N/T	Ebony	24 5/8	24	Duncan	Tunematic	BB,CS,MB
Exclusive ACT	Mahog/Maple	Mahog N/T	Ebony	24 5/8	24	Duncan	Tunematic	BB,CS,TM,TR,TLK
Exclusive CT	Mahog/Maple	Mahog N/T	Ebony	24 5/8	24	Duncan	Tunematic	CS,TM,BB,BLK,WH,GT
Exclusive FT	Mahog/Maple	Mahog N/T	Ebony	24 5/8	24	Duncan	Tunematic	CS,TM,TG,TPG
Exclusive FT2	Alder or Poplar	Maple N/T	Rosewood	24 5/8	24	DiMarzio	Tunematic	GM,WH,BLK,BL
Exclusive Bolt on	Alder or Poplar	Maple bolt on	Rosewood	24 5/8	24	DiMarzio	Stop Tail piece	GM,WH,BLK,BI
Mockingbird Supreme	Mahog/Maple	Mahog N/T*	Ebony	24 5/8	24	DiMarzio	Quadratic	NT,TBK,TG,TR,TB
Mockingbird Deluxe	Mahog/Maple	Mahog N/T*	Ebony	24 5/8	24	DiMarzio	Quadratic	NT,TBK,TG,TR,TB
Mockingbird Arch Top	Mahog/Maple	Mahog N/T*	Ebony	24 5/8	24	DiMarzio	Quadratic	BB,CS,MB,TBK,TR,TG
Mockingbird SLP	Mahog/Maple	Mahog N/T*	Ebony	24 5/8	24	DiMarzio	Tunematic	BB,CS,MB,TBK,TR,TG
Mockingbird SI	Mahog/Maple	Mahog N/T*	Ebony	24 5/8	24	DiMarzio	Floyd 2	TBL,TR,TG,TBK
Mockingbird Std.	Alder or poplar	Maple N/T*	Rosewood	24 5/8	24	DiMarzio	Quadratic	BLK,WH,RD,BI
Mockingbird Bolt on	Alder or Poplar	Maple Bolt on	Rosewood	25.5	24	DiMarzio	Floyd 2	BLK,WH,BR,BL
ASM 1	Mahog/Maple	Mahog N/T*	Ebony	25.5	24	Duncan	Floyd	TBL,CS,AB,TR,TBK
ASM 2	Mahog/Maple	Mahog N/T*	Ebony	25.5	24	Duncan	Floyd	TBL,CS,AB,TR,TBK
ASM B	Bass wood	Maple Bolt on	Ebony	25.5	24	Duncan	Floyd	TBL,CS,AB,TM,T
ASM 3	Bass wood	Maple Bolt on	Ebony	25.5	24	Duncan	Floyd	TBL,CS,AB,TR,TBK
STMSS	Basswood	Maple Bolt on	Ebony	25.5	24	Duncan	Floyd	TRB,TBL,TM,Tr,TBK
MB 1	Alder or Poplar	Maple Bolt on	Ebony	25.5	24	Duncan	Floyd	BLK,GM,Wh,MR,WP
MB 2	Alder or Poplar	Maple Bolt on	Ebony	25.5	24	Duncan	Floyd	BLK,GM,Wh,MR,WP
Gunslinger 2	Alder or Poplar	Maple Bolt on	Rosewood	25.5	24	Duncan	Floyd 2	BLK,WH,RD,GM,
Eagle Supreme	Mahog/Maple	Mahog N/T*	Ebony	24 5/8	24	DiMarzio	Quadratic	NT,TBK,TG,TR,TB
Eagle Arch Top Supreme	Mahog/Maple	Mahog N/T*	Ebony	24 5/8	24	DiMarzio	Tunematic	BB,CS,MB,TBK,TR,TG
Eagle Deluxe	Mahog	Mahog N/T*	Ebony	24 5/8	24	DiMarzio	Tunematic	NT,TBK,TG,TR,TB
Eagle Std.	Poplar	Maple N/T*	Rosewood	24 5/8	24	DiMarzio	Tunematic	BLK,WH,RD,BI
KKV	Mahog/Maple	Mahog N/T*	Ebony	24 5/8	24	DiMarzio	Kahler or Floyd	TBL,TM,TBL
Jr. V Supreme	Mahog	Mahog N/T*	Ebony	24 5/8	24	DiMarzio	Fixed or Floyd	TB, TM,TR,TBK
Jr. V Std.	Poplar	Maple N/T*	Rosewood	24 5/8	24	DiMarzio	Tunematic	BLK,WH,RD,BL
Jr. V Bolt on	poplar	Maple Bolt on	Rosewood	25.5	24	DiMarzio	Fixed	BLK,WH,RD,BL
Warlock Supreme	Mahog/Maple	Mahog N/T*	Ebony	24 5/8	24	DiMarzio	Floyd or Quad	BS,TR,TBLK,TG
Warlock Std.	Poplar or Alder	Maple N/T*	Rosewood	24 5/8	24	DiMarzio	Floyd 2	BLK,WH,BR,BI
Warlock Bolt on	Poplar	Maple Bolt on	Rosewood	25.5	24	DiMarzio	Floyd 2	BLK,RD,BI
Ignitor Supreme	Mahog/Maple	Mahog N/T*	Ebony	24 5/8	24	DiMarzio	Floyd or Fixed	BS,TBK,TP
Ignitor Std.	Alder or Poplar	Maple N/T*	Rosewood	24 5/8	24	DiMarzio	Quadratic	BLK,WH,BR,GM
Ignitor Bolt	Alder or Poplar	Maple Bolt on	Rosewood	25.5	24	DiMarzio	Quadratic	BLK,WH,BR,
Bich Supreme	Mahog/Maple	Mahog N/T*	Ebony	24 5/8	24	DiMarzio	Quadratic	NT,TBK,TR,TB
Bich Deluxe	Mahog/Maple	Mahog N/T*	Ebony	24 5/8	24	DiMarzio	Quadratic	NT,TBLK,TG,TR,TB
Bich 10	Mahog/Maple	Maple N/T*	Ebony	24 5/8	24	DiMarzio	Quadratic	NT,TLK,TG,TR,TB
Bich Std.	Alder or Poplar	Maple N/T*	Rosewood	24 5/8	24	DiMarzio	Quadratic	BLK,WH,RD,BL
Bich Bolt on	Alder or Poplar	Maple Bolt on	Rosewood	25.5	24	DiMarzio	Quadratic	BLK,WH,RD,BI
Bich Double neck	Mahog/Maple	Maple N/T*	Ebony	24 5/8	24	DiMarzio	Quadratic	NT,TB,TR
BernardoArtist 4,5 & 6	Maple/Purple Heart	Maple N/T*	Ebony	34	24	Bassline		NO,NG,TBK,TR,WH,BLK
Innovator Bass	Maple/Purple Heart	Maple N/T*	Ebony	34	24	Bassline		OIL
Warlock Bass	Maple	Maple N/T*	Rosewood	34	24	DiMarzio		BLK,WH,BR,MTR
Mockingbird Bass	Maple	Maple N/T*	Rosewood	34	24	DiMarzio		BLK,WH,BR,MTR
Wave Bass	Maple	Maple N/T*	Rosewood	34	24	DiMarzio		BLK,WH,BR,MTR
Exclusive Bass	Mahog/Maple	Maple N/T*	Ebony	34	24	Bassline		TR,CS,TBK,NT,TM



# *Over our 30 year history Fender® has designed and created guitars for the following artist. We thank them.*

JOHN AVILA (Oingo Boingo)  
GEORGE BENJEDD (Steppenwolf)  
GILZER BUTLER (Black Sabbath)  
KRISIE CHAWING-CHESTER  
DAVID LINDLEY  
MIKE MURRAY (Kiss)  
LIONEL HAMPTON (Big Band)  
NEIL GERALDO (Pat Benatar)  
JOE PERRY (Aerosmith)  
TOM KEEL  
STEVE FLANDERS (Alice Cooper)  
CAROL KAY  
DEREK ST. HOLMES (Red Nudges)  
DICK WAGNER (Alice Cooper)  
JOHN WILKISON (Elvis Presley)  
ELVIS PRESLEY "The King"  
PAUL STANLEY (Kiss)  
CC DE BLAIRE (Patsard)  
JIMMY BAIN (Dio)  
NIKKI SIXX (Motley Crue)  
TOM JOHNSON (Dixie Brothers)  
BUGSY BARRETT (Roy Orbison)  
RON GRISWOLD  
TNT SWARMS  
STEVE VISTER (Lisa Ford)  
BLACKIE LAWLESS (Wasp)  
TRACI GUNS (A. A. Guns)  
SACRED RIB  
TONY McALPINE  
SEASIDE (Son's & Roses)  
JOHN STAMOS  
DON DOKIN

Last, but certainly not least, our customers.

CARLOS ALOMAR (David Bowie)  
BOB BRIEFNE (India Newton John)  
JIM KRUEGER (Dave Mason)  
BOB KLECKER (Saxaphone)  
KIMIO MIZUTANI  
RICK DERRINGER  
ELIA FORD  
ROBERT PALMER  
BRAD WHITEFORD (Aerosmith)  
RAMY HASUP  
PRAKASH KOTHI (Alice Cooper)  
AL KRAMER (Kramer Session)  
DOMENIC TROIANO (Guess Who)  
DANNY ASPE  
NEIL DIAMOND  
JOHN DENVER  
TOM SENGERT  
BOBBY DALL (Purson)  
CRAG GULDIE (Dio)  
MICK MARS (Motley Crue)  
MITCH PERRY  
MEGADETH  
JEFF COOK (Alabama)  
FLOATSAM & JETSAM  
JOEY RICO  
RANDY PIKE (Wasp)  
ANDY LAROCQUE (King Diamond)  
LUZZY BORDEN  
OVERNELL  
AXL ROSE  
MIKO WEAVER (Prinon)  
BRUCE KULICK (Meatloaf)

ABSU  
BOB WEIR (COSMO)  
BROKEN HOPE  
CRADLE OF FILTH  
MATT'S (Carl Chambers)  
DEBIE  
ROBERT CRISTI (Kazoo)  
ROBERT CUNNINGHAM (Bobcat Goldthwait)  
CINDY TAYLOR  
EMMC MCBRIDE  
NIGEL COOK (GODDESS)  
LAKE SUPERIOR (Super Sessions)  
MICK SCARLATA (Scarab)  
SUICIDAL TENDENCIES  
KERRY KING (Metallica)  
DANNY BURGH  
KURETA (Parasite) (Napalm Death)  
JESSE PINTADIO (Iniquity Death)  
JEFF HANNEMAN (Slayer)  
TOM ARAYA (Slayer)  
ERIC CLAPTON  
PAUL GILBERT  
ROBIE SAYER (Guitar World)  
NEW CHRISTY MINSTRELS  
THE ASSOCIATION  
TAVIS KOINSON  
TIM CONWAY  
BOBBY KURT (A. A. Guns)  
TONY IOMMI (Black Sabbath)  
TOMMY JORDAN (Eddie Money)  
DUFF (Guns & Roses)

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B.C. RICH INTERNATIONAL, INC.

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760/956-1599 • FAX 760/956-1565 • WEBSITE [www.bcrichguitars.com](http://www.bcrichguitars.com)



## 1998 RETAIL PRICE LIST

### AMERICAN HANDMADES

Mockingbird Supreme	\$ 2099.00
Mockingbird Deluxe	1699.00
Mockingbird SL	1799.00
Mockingbird SLP	2099.00
Mockingbird Arch Top	2099.00
Mockingbird Standard	1499.00
Mockingbird Bolt-on	1199.00
Robert Conti 8 String Guitar	3000.00
Robert Conti 6 String Guitar	2499.00
ASM 1	1899.00
ASM 2	1699.00
ASM 3	1549.00
STMSS	1599.00
ASMB	1549.00
MB 1	1199.00
MB 2	1249.00
Gunslinger 2	1199.00
Warlock Supreme	1999.00
Warlock Standard	1499.00
Warlock Bolt-on	1199.00
Ignitor Supreme	1899.00
Ignitor Standard	1499.00
Ignitor Bolt-on	1299.00
Bich Supreme	2099.00
Bich Double Neck	P.O.R.
Bich Deluxe	1699.00
Bich Ten String	2299.00
Bich Standard	1499.00
Bich Bolt-on	1199.00
KKV (Kerry King)	2499.00
JR. V Supreme	2499.00
JR. V Standard	1499.00
JR. V Bolt-on	1199.00
Exclusive (Victor Smith)	3000.00
Exclusive ACT	3000.00
Exclusive CT	2100.00
Exclusive Arch Top Bass	2400.00
Exclusive FT 1	1599.00
Exclusive FT 2	1299.00
Eagle Supreme	2099.00
Eagle Arch Top	2099.00
Eagle Deluxe	1699.00
Eagle Standard	1499.00
Bernardo 4	2199.00
Bernardo 5	2299.00
Bernardo 6	2499.00
Innovator Bass	1699.00
Warlock Bass Standard	1499.00
Mockingbird Bass Standard	1499.00

### NJ SERIES

Warlock, Mockingbird & Bich	699.00
NJ Finishes: Black, Blood Red & White (Trans Red optional add \$25.00)	

### PLATINUM SERIES

Warlock, Mockingbird & Bich	549.00
Platinum Finishes: Black, Blood Red & White (Trans Red optional add \$25.00)	
JR. V Platinum	599.00
JR. V Finishes: Black, Gun Metal Grey, White & Black	
EM 1	549.00
EM 1 Finishes: Trans Blue, Trans Red, White & Black	
EM 3	499.00
EM 3 Finishes: Gun Metal Grey, White & Black	

### BRONZE SERIES

Warlock & Mockingbird	369.00
Bronze Series ST	
Bronze Series Finishes: Black, White & Red	349.00

### B.C. RICH CUSTOM SHOP

#### OPTIONS

Pearl or Candy Colors	\$125.00
Floyd Rose Tremolo	\$200.00
All Sunburst Finishes	125.00
Gold Hardware	100.00
Paint to Match Headstock	50.00
Graphic Paint	P.O.R.
Urethane Transparent Finishes	225.00
Nitro Cellulose Finishes (Laquer)	250.00
Black Hardware	40.00
Full Active Electronics	250.00
Active Electronics	150.00
Binding on Fingerboard	75.00
Coil Tap Switch	40.00
Phase Switch	40.00
Binding on Headstock	75.00
Ebony Fingerboard	75.00
Left Hand Guitars	N/C
Rosewood Fingerboard	40.00
Exotic Woods	P.O.R.
AAAA grade Quilted or flame Maple	P.O.R.
Solid Quilted or flame Maple	

Neck Thru body wings P.O.R.  
Custom Inlays P.O.R.  
Contrasting Binding 125.00  
Head stock changes 200.00  
\* Note: A fee of \$150.00 will automatically be charged for any order from the custom shop. This fee does not include the cost of the optional items.

# B.C.Rich

GUITARS

Return your order by phone or fax to:  
**DAVITT & HANSER MUSIC**  
 PHONE 1-800-999-5558  
 FAX: 1-800-451-4944

Date: \_\_\_\_\_

Store Name: \_\_\_\_\_

Address: \_\_\_\_\_  
 \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

<b>BRONZE GUITARS</b>	BLACK \$399.00	RED \$399.00
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Mockingbird		
Warlock		

*Bronze series totals do not count toward dealer qualification. Bronze series guitars are available to all customers and do not have an opening order requirement.*

<b>PLATINUM GUITARS</b>	BLACK \$549.00	WHITE \$549.00	TRANS BLUE \$574.00	TRANS RED \$574.00	TRANS GREEN \$574.00	TRANS PURPLE \$574.00
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Bich						
Mockingbird						
Warlock						

<b>PLATINUM BASS</b>	BLACK \$599.00	TRANS GREEN \$624.00	TRANS RED \$624.00	TRANS PURPLE \$624.00
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Mockingbird				
Warlock				

<b>NJ GUITARS</b>	BLACK \$699.00	WHITE \$699.00	TRANS BLUE \$724.00	TRANS RED \$724.00	TRANS GREEN \$724.00	TRANS PURPLE \$724.00
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Bich						
Mockingbird						
Warlock						

<b>EXCLUSIVE SERIES</b>	TRANS RED \$699.00	TRANS GREEN \$699.00	TRANS BLUE \$699.00
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EM1			
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<b>INNOVATOR</b>	BLACK \$649.00	NATURAL \$674.00
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4 string		
	\$699.00	\$724.00
5 string		

<b>BAGS</b>	GUITAR \$69.98	BASS \$74.98
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Guitar & Bass		
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\* NEWARK \* NEW YORK \* NEW JERSEY